

Memory Power

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What Do You Need To Remember

- Names/faces/places
- Dates/anniversaries/birthdays
- Ages spouse/kids/friends
- Directions
- Passwords/account #'s
- To do list
- Shopping list/errands
- Meetings
- Keydates/project deadlines
- Rules and regulations
- Policies and procedures
- Processes
- Phone numbers
- Product specifications

Why Do You Need to Remember?

- Avoid embarrassing situations
- Don't look bad
- Spend less time looking around for info
- Avoid missing deadlines
- Feel more in control
- Get more done
- Credibility

What's Stopping You

- Don't feel like you have a good memory
- Don't have time
- There's too much information
- Getting too old
- We don't try but instead wish we had

Pre-Test

- The test consists of three parts:
You'll be shown 12 photos in the first part,
You'll be shown another 12 photos in the second part,
You'll be shown 48 photos in the third part and asked if you saw them in the first part, the second part - or never saw them at all.
When you have finished the third part, we will review your results

Click [here](#) to begin.

Short Term Memory

- Working Memory
 - Lasts between one second – 24 hours
 - Depending on importance
 - Association

Long Term Memory

- Repetition
- Review in 24 hours
- Review in one week
- Review in one month
- Review in six months
- Review in one year

Pre-Test

- Sit back and relax
- Listen to the 20 items
- Try to find the associations
- After number 20, begin
- Write down every item you can remember in the same number order

•How We Remember

- Sense—taste, touch, hear, smell, see, imagine
 - Store—store and receive information
 - Retrieve—know how to retrieve
-
- Visual
 - Auditory
 - Kinesthetic
-
- Combination leads to a better memory

How Much Do We Remember?

- After one or two days, the average person retains about 20% of what they were taught.
- DECIDE—Decide to remember
- Plan—Plan a strategy
- Commit—Commit it to memory

5 Key Memory Strategies



- Work or study for 20 to 50 minutes
- Take breaks
- Make things vivid and more memorable
- Use senses
- Primacy and Recency Effect

Keeping Your Memory Healthy

- Take a new route to work.
- Try to function in your house with your eyes closed.
- Brush your teeth with your non-dominant hand.



Brain Foods

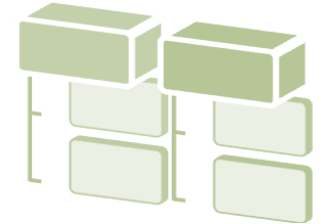
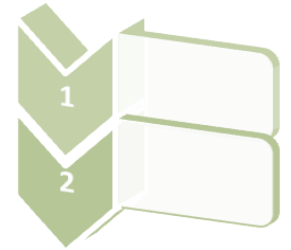
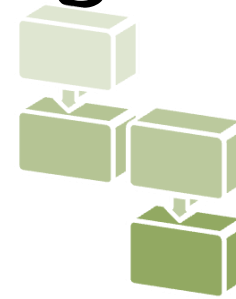
- Caffeine
- Sugar (glucose)
- Breakfast (high fiber whole grains, dairy, fruit)
- Fish (rich in omega 3 fatty acids)
- Nuts, seeds, dark chocolate (one ounce/day)
- Add avocados and whole grains (fiber & Vitamin E)

More Brain Foods

- Blueberries (protect from oxidative stress)
- Well balanced diet
- Vitamins, minerals, supplements? (ginseng, ginkgo, vitamin, mineral, & herb combos)
- Stay hydrated

Memory Strategies

1. Dynamic Memory Chains
2. Chunking
3. Dynamic Memory Sequencing
4. Pegging
5. Pegging—Loci Method
6. Visualization/Pyramid Point Strategy
7. Dynamic Mnemonics
8. Recall Patterns



Dynamic Memory Association

TIPS FOR REMEMBERING THE LIST:

- Identify the association, its meaning, and the number.
- Say it out loud.
- Have the image replace the number in your mind.
- Quiz yourself – in order and at random.



Dynamic Memory Association

- Sit back and relax and listen
- Write down as many items as you can remember

Dynamic Memory Association

- | | |
|-----------|---------------|
| 1. Sun | 11. Elephant |
| 2. Shoe | 12. Twister |
| 3. Tree | 13. Dirty |
| 4. Soar | 14. Court |
| 5. Drive | 15. Gift |
| 6. Bricks | 16. Sticks |
| 7. Raven | 17. Byzantine |
| 8. Gate | 18. Painting |
| 9. Sign | 19. Lightning |
| 10. Pen | 20. Windy |

Chunking

- Use when items fall into logical groupings
- Use when order or sequence is not important
- Arrange the lists into categories of more manageable size
- Learn each list of categories
- Learn each category's list

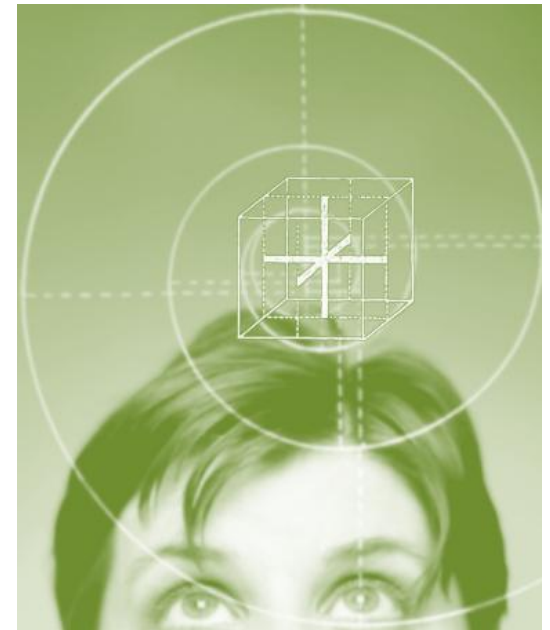
Chunking Exercise

- Pick up dry cleaning
- Go grocery shopping
- Do laundry
- Look into airfare for trip
- Sign up for college class
- Take kids to soccer practice
- Help with science project
- Get oil change for car
- Make dinner reservations for Sunday
- Fix hem on pants
- Pay bills
- Pick up Grandma from senior center

Memory and Imagination

Tips for Imaginative Memory:

- Use all 5 senses.
- Be silly.
- Use exaggeration.
- Focus on senses and feelings.



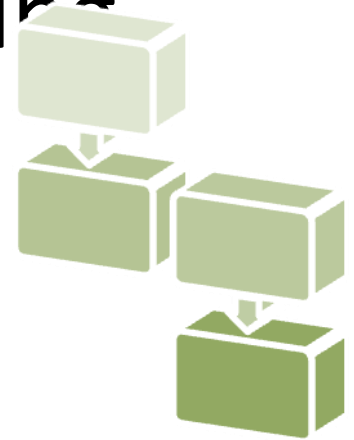
How to Approach List

- Place yourself into the visualization
- Become part of the picture
- Include action—we remember action
- Exaggerate your image—the crazier the better
- Compose a scene with vivid color
- Identify your feelings with the scene
- Enhance the image with more action

Strategy 3:

Dynamic Memory Sequencing

11. Polk
12. Taylor
13. Fillmore
14. Pierce
15. Buchanan
16. Lincoln
17. Johnson
18. Grant
19. Hayes
20. Garfield



Chain Link Method

- 11. Polk—Associate something you already know—Poke
- 12. Taylor—Tailor—Sew up the hole poked in your stomach
- 13. Fillmore—Can't be pictured but sounds familiar enough to see—Fill more orders
- 14. Pierce—Fill more of your ears with earrings by getting more pierced

Presidents 11-20

- 15. Buchanan—Use a sound alike—Two cannons
- 16. Lincoln—Thousands of cannons held together by chain link
- 17. Johnson—Soundalike—Yawn Sun—Links yawn from the sun
- 18. Grant—Look up at the sun and ask sun to grant you right not to yawn
- 19. Hayes—Even though we were granted the right not to yawn from the sun the weather is still hazy
- 20. Garfield—Waiting to take a nap because it is so hazy outside

Practice

- Customer calls to place order
- Create new customer account
- Take down order details
- Attempt to up-sell
- Discuss credit options
- Determine how they heard about company
- Verify shipping & billing
- Submit order
- Send written thank-you note
- Confirm order was received & answer any questions

Let's Practice

- Lion
- Bear
- Dog
- Monkey
- Butterfly
- Gecko
- Donkey
- Ladybug
- Hippo
- Llama

Strategy 5: Pegging

- Use when longer lists, whether order is important or not
- How to peg:
 - Identify “pegs” you can always remember
 - Associate what you need to know with those pegs

Strategy 6:

Loci Method of Pegging



Possible Anchor Points

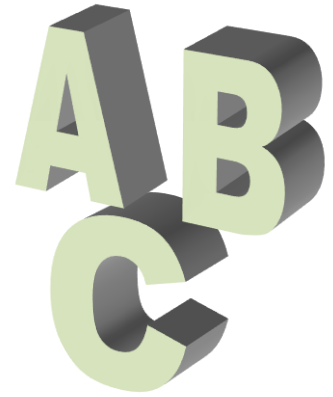
- Roadside items on a short trip
- Landmarks on a longer trip
- Cities on a very long trip
- Rooms of your house
- Parts of your body from head to foot
- Gauges on the dashboard of your car

Strategy 7: Visualization/Pyramid Point Strategy

- A visualization system where you divide your ideas into three points and “attach” them to points of a triangle as you recreate your ideas.
- This method useful for strategies or other sequential items
- Divide your message into three main points, which may have three sub-points
- Visualize each point on the point of the triangle
- Recall each point with each of its sub-points
- What is it
- When to use it
- How to do it

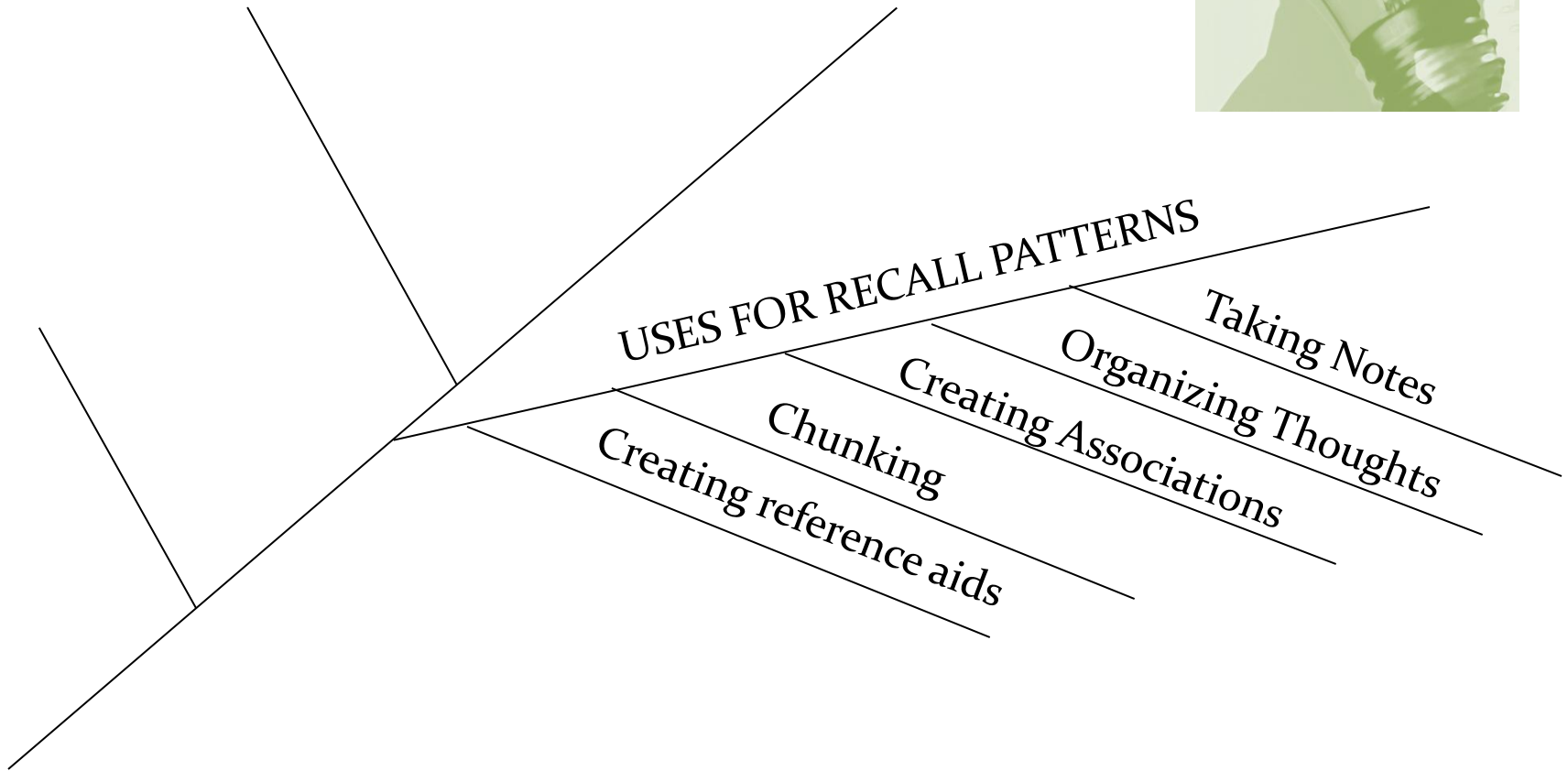
Strategy 7:

Dynamic Mnemonics



- Acronym:
 - GAAP
 - ROY G BIV
- Acrostic:
 - Every Good Boy Does Fine
 - My Very Excellent Mother Just Sent Us Nine Pizzas
- Rhymes and Alliteration
 - Leaves of three, let them be
 - Righty-tighty, lefty-loosey

Strategy 8: Recall Patterns



Tips for Creating Random Passwords

- Create random string of numbers with an acronym
- Take vowels out of a word or phrase
- Start with an easy to remember word and type letter just to the right
- Rainbow=tsomnpe
- Mix two words dogcat=catdog